

Businessmen Head Pacific Plaza Ass'n



FANNY PAVLOZZI
... Beauty Shop



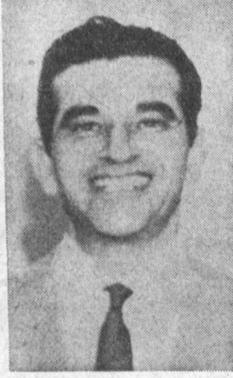
RUTH SHUCK
... Plaza Realty



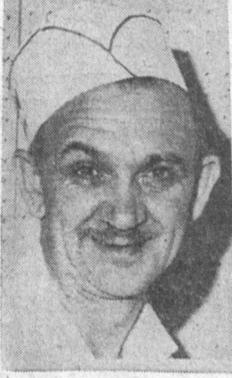
COY CHANDLER
... Hobby Shop



PAT PISCIOTTA
... Italian Food



BOB WEINMAN
... Roberts Drugs



PETER LOUGH
... Bakery Owner



JEROME VANDUCH
... W. T. Grants Mgr.



DICK LONDON
... Mgr. Von's



JOHN KUCHARIK
... Sports Shop



MARTIN BERGUNDER
... Jeweler



J. JAY ZAPPER
... Plaza Barbers



LYLE NAKANO
... Plaza Cleaners

Low Prices

(Continued from Page 4B) "As buyers for the public, we pass along to our customers the savings affected by our buyers' know-how and the opportunity for most advantageous buying made possible by our two giant warehouses," the merchandise director continued.

STRICT ADHERENCE
He pointed out the many steps taken by the Grant Company to insure strict adherence to this policy. First a staff of 68 buyers, each an expert in a particular type of merchandise, devotes full attention to market trends and developments to see that Grant customers get the newest proven-performance fabrics and constructions. And the makers' claims are not sufficient either, he pointed out. Tough laboratory tests of articles, simulating conditions of use or wear proves its worthiness before the buyer will commit the company to a purchase order. In many instances the buyers specify the standards of quality desired in the making of an item, to give it more durability and longer service. This is one of the reasons for the ever-growing popularity of Grant's own brand merchandise. Customers know they can depend upon its quality and performance, purchase after purchase.

Knies pointed out that the company's ability to build and maintain an unusually high quality of Grant's own brand merchandise has won its many honors. He told of a major city where the local newspaper conducted a brand-acceptance survey on women's hosiery. Grant's own "T'sis" brand nylons proved to be the best known brand despite the national advertising of other brands. "Because we know our merchandise is good, we can afford to offer you our famous guarantee of satisfaction or your money cheerfully refunded," Knies concluded.

ORGANIZED MAY 1 . . .

Pacific Plaza Businessmen Form Their Own Merchants' Association; Name Leaders

Twelve shop owners and managers in the Pacific Plaza Shopping Center, corner of Pacific Coast Hwy. and Calle Mayor, have banded together as a merchants' association and will henceforth determine the destiny of the center.

Heading the group, which will be known as the Pacific Plaza Merchants' Association, will be Jerome Vanduch, manager of the new W. T. Grant store, which will open tomorrow.

Other officers selected by the group include Dick London, vice president, manager of Von's Market; Peter Lough,

secretary, owner of Lough's Cake Box Bakery; and Bob Weinman, treasurer, owner of Robert's Drugs.

PROMOTIONS
Association was formed May 1, said Vanduch, and will coordinate promotional activities in the center. Aim of the group, he said, was to see the "Bargains and tremendous values for each dollar spent will be offered to our customers and friends every week."

Other members of the association are: Pat Pisciotta, Pisciotta's Pizza and Italian Food; Coy Chandler, Hobby Coy hobby shop; Ruth Shuck,

Pacific Plaza Realty; Fanny Pavlozzi, Michele's Beauty Salon; John F. Kucharik, Kucharik's Bicycle and Sport Shop; Martin Bergunder, Jeweler; J. Jay Zapper, Pacific Plaza Barbers; and Lyle Nakano, Pacific Plaza Cleaners.

Members of the association have arranged ceremonies welcoming Grants to the shopping center tomorrow. Highlights of the event will be the official ribbon cutting for the store, attended by city and Chamber of Commerce dignitaries, and the presentation of toys and gifts for visiting children and adults.

W. T. Grant First with Customer Stamp Plan

W. T. Grant Company, national general merchandise store chain, began distribution of S&H Green Stamps in its western region stores on May 17. Grant presently operates 92 stores in the nine western states.

In making the announcement, Richard K. Carrigan, western regional manager of the Grant Co., said, "I am pleased to join with President Louis K. Lustenberger of the Grant Company in announcing this additional benefit for Grant customers.

"Knowing the widespread

popularity of stamp-saving among shoppers in the west," Carrigan continued, "the Grant Company became convinced that it was just a matter of time for it to start here in our industry. By being the first in our industry to offer a stamp plan, we have secured a firmly-established company and, in our opinion, the best company in the stamp business today."

65 YEARS
"Throughout its 65 years of experience," Carrigan stated, "S&H has an outstanding record of providing highest quality mer-

chandise and service." William Sperry Beinecke, president of the Sperry and Hutchinson Co., was joined by Assistant Vice President John G. Beinert of the S&H western division in welcoming W. T. Grant Co. stores in the west to the roster of 90,000 business establishments using the nation-wide S&H Green Stamp service.

Beinert noted that S&H Green Stamps are saved by approximately two-thirds of all families in the western states where S&H operates 131 redemption centers and six mail-order stores.



ANOTHER CONVENIENCE — Sumptuous new Pacific Plaza Shopping Center, located at the corner of Pacific Coast Hwy. and Calle Mayor, is conveniently located close to homes in the area it intends to serve. Another convenience for the discriminating shopper will be the reliable transportation provided by the Torrance municipal bus service, which will call at the center, at regular intervals, as one of the scheduled stops for the area.

SCIENCE IS DEVELOPING NEW SOURCES OF ELECTRICITY

American industry recognizes that the demand for electrical energy will soon reach staggering proportions — that the future is all-electric.

That is why today, more than ever before, practically all segments of industry are channeling tremendous effort toward one imperative, common objective: to be ready for the all-electric future by improving existing methods and finding new ways of producing and delivering electricity; by increasing the efficiency of electrically-operated products; by expanding the many ways electricity can serve mankind.

The electric industry, of course, continues to be in the forefront in this research. And logically so. Electricity is our business.

We have already produced electricity from solar energy, from fuel cells, and from nuclear and other sources.

Whatever the source, electrical energy is limitless, and Southern California Edison will continue to bring you an abundant, dependable supply at the lowest possible rates.



WHAT CAN YOU DO TO BE READY?

When you buy a range, clothes dryer, air conditioner, water heater or home heating — buy electric. Why compromise with progress? Electricity is today's biggest bargain — still priced at 1939 levels.

When you buy a home, go all-electric. DON'T BUY BUILT-IN OBSOLESCENCE.



Look for this emblem. It will look out for you. When you see the Gold Medallion Home emblem, it means that you've found a total-electric home. It represents tomorrow's living today. And it means an amazing future for you — an all-electric future.

Why live in the past?

You can live better electrically today.

SOUTHERN CALIFORNIA Edison COMPANY



Electrically-produced ultrasonic waves will dry-clean your clothes instantly, right in your closet. You will make a cake or saw wood with cordless appliances... shop by two-way TV-telephone. And this is only the beginning of the wonderful things to come.



YOUR FUTURE IS ALL-ELECTRIC

Ten years ago the average family owned 15 electric appliances. Today, the same family owns more than 30. The number of ways electricity will serve you tomorrow is almost unlimited.

GRADUATE IS SERMON TOPIC

"Facts of Life For The Graduate" will be the sermon topic at Seaside Community Church, 230th and Ocean, Torrance, on June 11, at the 10 a.m. worship service. Child care is provided during the service.

MAXIMS

Even hackneyed and commonplace maxims are to be used, if they suit one's purpose. Just because they are commonplace everyone seems to agree with them, and therefore they are taken for truth.

—Aristotle (384-322 B.C.)
Grek Philosopher

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